

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
ХАРКІВСЬКИЙ НАЦІОНАЛЬНИЙ УНІВЕРСИТЕТ
МІСЬКОГО ГОСПОДАРСТВА імені О.М. БЕКЕТОВА

МЕТОДИЧНІ ВКАЗІВКИ
ДО ВИКОНАННЯ САМОСТІЙНОЇ ТА КОНТРОЛЬНОЇ РОБІТ
з дисципліни
«ІНОЗЕМНА МОВА (ЗА ПРОФЕСІЙНИМ СПРЯМУВАННЯМ)»
(англійська мова)

(для студентів 1 курсу заочної форми навчання
напряму підготовки 6.140103 – «Туризм»)

ХАРКІВ
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2015

Методичні вказівки до виконання самостійної та контрольної робіт з дисципліни «іноземна мова (за професійним спрямуванням)» (англійська мова) (для студентів 1 курсу заочної форми навчання за напрямом підготовки 6.140103 – «Туризм»)/ Харків. нац. ун-т міськ. госп-ва ім О. М. Бекетова; уклад.: Л.М. Писаренко. – Харків : ХНУМГ, 2015. – 27 с.

Укладач: Л.М. Писаренко

Методичні вказівки до виконання самостійної та контрольної робіт відповідає змісту програми навчальної дисципліни “Іноземна мова (за професійним спрямуванням)” напряму підготовки 6.140103 – «Туризм» та націлені на формування навичок практичного володіння англійською мовою в обсязі загальної тематики необхідної для комунікативної спроможності в сферах професійного та ситуативного спілкування.

Рекомендовано для студентів 1 курсу заочної форми навчання.

Рецензент: канд. філол. наук, доцент кафедри іноземних мов ХНУМГ
О. Л. Ільєнко

Рекомендовано кафедрою іноземних мов,
протокол № 1 від 27.08.2014.

Методичні рекомендації для студентів

Перед тим як виконувати контрольну роботу студенту необхідно докладно вивчити граматичний матеріал, для чого надається список рекомендованої літератури з граматики англійської мови. Перекладаючи текст, слід користуватися англо-українським словником.

Роботи студентів повинні відповідати наступним вимогам:

- а) перша сторінка зошита залишається вільною для рецензії викладача. У зошиті повинні бути поля для зауважень та рекомендацій рецензентів;
- б) завдання необхідно переписувати у зошит в *лінію*;
- в) матеріал контрольної роботи слід розміщати у зошиті за наступним зразком:

Текст на англійській мові	Текст на рідній мові	Поля

- г) виконуючи лексико-граматичні завдання кожне речення потрібно переписувати у зошит та перекладати на рідну мову;
- д) перекладаючи *текст* з англійської мови на рідну, кожне речення слід писати з *нового рядка*: речення на англійській мові – з лівої сторони, а переклад – з правої сторони сторінки зошита.

Перевірена контрольна робота повинна бути виправлена студентом згідно з вказівками рецензента, а недостатньо засвоєні теми семестру слід проробити додатково перед усним заліком.

Якщо контрольна робота виконана без дотримання вказівок чи не повністю, вона повертається студенту без перевірки.

Студенти, які не захистили контрольну роботу, не допускаються до заліку (чи до екзамену) за відповідний навчальний період.

Номер варіанту, який виконує студент заочного відділення, визначається по останній цифрі номера залікової книжки: 1, 2 – **варіант 1**; 3, 4 – **варіант 2**; 5, 6 – **варіант 3**; 7, 8 – **варіант 4**; 9, 0 – **варіант 5**.

*Пример оформления титульного листа
(на украинском или русском языке)*

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
ХАРКІВСЬКИЙ НАЦІОНАЛЬНИЙ УНІВЕРСИТЕТ
МІСЬКОГО ГОСПОДАРСТВА імені О.М. БЕКЕТОВА

**Контрольна робота
з англійської мови № ...
варіант
студента заочної форми
навчання
спеціальності
прізвище, ім'я та по батькові
шифр залікової книжки
.....**

Харків 20 ...

Вариант 1

Task 1. Fill in the gaps with the correct adjectives in comparative and superlative form and underline them. Translate the sentences into your native language.

1. The Savoy is _____ (expensive) than the Park Hotel.
2. The service here is _____ (slow) in town.
3. The gondola is _____ (romantic) way to see the city but the prices are high, which means that it is _____ (not / popular) other forms of transport with local Venetians.
4. The water taxi is _____ (fast) way to travel through the city and out to the islands, taking only twenty minutes to go to the airport.
5. One of _____ (great) pleasures of exploring the city is walking.
6. The _____ (many) people come to the country, the _____ (many) hotels are built in the region.
7. (good) way to see Amsterdam is on foot. Almost everything of interest is within comfortable walking distance.
8. And finally, what could be (enjoyable) a trip on a canal boat?
9. The buses generally start from Central Station and serve areas that are _____ (far) from the city center.
10. The town itself is one of _____ (picturesque) in Southern Ireland.

Task 2. Put the verbs in brackets into the correct tense form (Present Indefinite, Past Indefinite, Future Indefinite). Translate the sentences into your native language.

1. In the next lecture you _____ a lot of new information about countries, customs, traditions and characters of people. (*find out*)
2. The reading of the selected books, magazines and newspapers always _____ a great role in language learning. (*play*)
3. A few years ago it _____ difficult for me to learn foreign languages. (*be*)
4. Higher general education and training generally _____ in a university and/or college. (*take place*)
5. Communication, long recognized as crucial to the success of cooperative arrangements, _____ even more important in the future. (*become*)
6. The field of teaching English as a second or foreign language _____ increasingly important at colleges and universities. (*become*)
7. Every month this journal _____ research articles on all aspects of the use of computers in second and first language learning. (*publish*)
8. The first edition of the Oxford English Dictionary, which the authors _____ in 1928, is regarded as the most definitive of all guides to the language. (*complete*)
9. In the next lesson the students _____ plenty of opportunities to express themselves on the use of mobile phones in public and how they themselves use mobile phones. (*have*).

10. Nowadays most people actually ____ very little writing in day – to day life, and a great deal of what we do write is quite short-brief notes to friends, answers on question forms, diary entries, postcards and etc. (**do**)

Task 3. Fill each gap with the best word from the given alternatives. Underline the chosen option. Translate the sentences into your native language.

1. Are you (prepared/ready) to order?
2. The soup of the (day/special) is "Cream of Broccoli."
3. Our (specials/deals) are listed on the board.
4. I (recommend/request) the vegetarian chili.
5. We can (substitute/subtract) the bacon for cheese, if you like. (= We can give you cheese instead of bacon)
6. I'll be right (back/return) with your drinks.
7. This meal consists of three courses - soup, the (main/prime)course, and dessert.
8. The chicken (comes/arrives) with your choice of rice or potatoes.
9. I'm sorry, we're fully/completely (booked/baked) (= we have no free tables) right now.
10. If you would like, you can wait at the bar until a table (opens/comes) up. (= becomes available)

Task 4. Fill in the gaps with the nouns derived from the words in brackets. Underline the new form of the word. Translate the sentences into your native language.

- 1 The _____ effects of moderate amounts of red wine are well-known to health professionals. BENEFIT
- 2 Richard is now a black belt in judo and has won several _____. COMPETE
- 3 All the fighting and looting has brought life to a virtual _____ in the capital city. STAND
- 4 The lack of women in senior government posts is a rather _____ issue at the moment. SENSE
- 5 The so-called 'argument' which the press reported between Kournikova and her coach was in fact simply a minor _____. AGREE
- 6 There can be no _____ whatever for violence like this! JUSTIFY
- 7 We're fortunate to live in such a quiet, safe _____. NEIGHBOUR
- 8 There has been widespread public _____ with the Prime Minister's controversial new education policy. SATISFY
- 9 I'm sorry, but I find your remarks totally _____. ACCEPT
- 10 After my last _____ attempt at making a cake, this time I think I'll just go and buy one. DISASTER

Task 5. Read the text. Write down paragraphs 1, and 2 of the text and give the written translation of the paragraphs into your native language.

FOOD SERVICE WORKERS

Food service employees are generally broken down into two categories: general workers and administration. The largest group of general workers can be subdivided into "Front of the House" and "Back of the House" employees. The "Front of the House" will include - waiters, waitresses, counter people who serve food, bartenders who create and serve drinks; dining room attendants who clean tables, remove soiled dishes and set up for future use. The second part of this group in the "back of the house" range from dishwashers who wash dishes, pots and clean the production areas to pantry personnel who prepare salads, sandwiches and other cold food items that may be needed. Janitors and porters are other necessary positions within this group and are needed to keep the operation, floor, and equipment clean and in good working conditions. This area may also include those producers of hot food, which are generally termed cooks and chefs. There is a continued hierarchy of these employees, which has a tendency to confuse the terms in a small operation. In general the term *cook* refers to those employees that produce the food particularly the "hot item." This leads to the position of 1st cook, head cook and sometimes the term chef as head person of this area.

The second group of workers in the food service area can be classified as administration and encompasses all of those employees who deal with the management of the employees who process, and service the food product: Here again the chef or the executive chef in many operations is the manager of "the back of the house" with a maitre or hostess being the manager of the "Front of the House". We can also have these same types of positions being filled by a production manager, service manager, banquet manager and service supervisors. This leads to a hierarchy of assistant food and beverage directors, to the top position of food and beverage director, and to district manager for chains and conglomerates. In some cases the owner becomes the Chief Executive Officer (CEO) and may be the manager/chef at the same time. In many institutional and industrial operations the allied profession of dietetics will also have dietitians not only as management personnel but as menu writers.

Task 6. Reading Comprehension. You are to choose the one best answer, (A), (B), (C), or (D), to each question.

1. The text primarily discusses the point of
(A) service supervisors
(B) hotel service employees
(C) food service employees
(D) service managers
2. The underlined word "hierarchy" in line 12 means
(A) a system in which people have different ranks or positions depending on how important they are
(B) a system in which people have shaky positions

(C) a system in which people have the same ranks or positions without depending on how important they are

(D) that it is not a system in which people have different ranks or positions depending on how important they are.

3. According to the text, "... this area may also include those producers of hot food, which are generally termed..."

(A) cooks and chefs

(B) janitors and porters

(C) general workers and administration

(D) production and service managers

4. Which of the following is true?

(A) Janitors and porters are other necessary positions who prepare salads, sandwiches and other cold food items.

(B) Janitors and porters are not necessary positions

(C) Janitors and porters are other necessary positions who create and serve drinks.

(D) Janitors and porters are other necessary positions and are needed to keep the operation, floor and equipment clean and in good working conditions.

5. It can be inferred from the reading that

(A) food service employees are not generally broken down into two categories

(B) food service employees are generally broken down into two categories

(C) food service employees are generally broken down into three categories

(D) food service employees are not generally broken down into any category

6. According to the text "... the "Front of the House" will include ..."

(A) janitors, porters

(B) service managers

(C) waiters, waitresses, etc.

(D) dishwashers

7. The main idea of the text is that

(A) the largest group of general workers can be subdivided into "Front of the House" and "Back of the House".

(B) food service employees are generally broken down into two categories: general workers and administration

(C) there is a continued hierarchy of the employees

(D) the second group of workers in the food service area can be classified as administration

Task 7. Translate the following sentences into English.

За чисельністю розрізняють індивідуальний і груповий туризм. Подорож одної людини за своїм планом називається індивідуальним туризмом, а подорож групи людей (в тому числі сім'ї) за власним планом називається груповим туризмом.

За тривалістю подорожі виділяють короткочасний і тривалий туризм. Короткочасний - це такий туризм, коли тривалість подорожі не перевищує 3-х діб. Тривалий - це туризм, термін подорожі при якому більше 3-х діб.

В залежності від віку туристів, розрізняють дитячий, молодіжний і зрілий туризм.

В залежності від засобів пересування розрізняють туризм з використанням особистого і громадського транспорту, що належить тур фірмі або орендується нею. Виходячи з цього, туризм поділяється на такі види: автотуризм, караванний круїз, морський і річний круїз та ін.

Варіант 2

Task 1. Fill in the gaps with the correct adjectives in comparative and superlative form and underline them. Translate the sentences into your native language.

1. The food is _____ (good) I've tasted.
2. The fish is _____ (salty) than the soup.
3. Kinsale is well known for its _____ (wonderful) fish restaurants.
4. Every year my travel agent promises me that my holiday will be _____ (good) I have ever had, but none of these promises has ever been true.
5. To the north of the town lies one of _____ (high) mountain ranges in the country.
6. The town is very _____ (beautiful), with its many craft shops and narrow cobbled streets.
7. Most tourists visit Kinsale for its fish restaurants, which are family owned. This means that the service there is _____ (good) than in other restaurants.
8. Tickets can be bought on the trams and buses but _____ (cheap) way to travel is to buy a strip of fifteen tickets, sold at tourist offices and newsagent's.
9. Amsterdam is a city for bicycles and _____ and _____ (many) tourists are adopting this way of exploring the city.
10. Cars are a lot _____ (convenient) but as they cause most pollution, it is _____ (good) to avoid using them if possible.

Task 2. Put the verbs in brackets into the correct tense form (Present Indefinite, Past Indefinite, Future Indefinite). Translate the sentences into your native language.

1. Every child always _____ the right to learn and nobody has the right to disrupt that learning. (*have*)
2. Last year we _____ that each lecture specify these intended outcomes in the simple format. (*ask*)
3. Tomorrow we _____ several questions regarding how to write a good lesson plan. (*receive*)
4. The survey usually _____ how managers can better recruit specialists in Information Technologies. (*indicate*)
5. Last year we _____ ahead, _____ our experts and _____ some research. (*go, ask, do*)
6. The learning needs of the students determine the tasks and activities which the teacher _____ the students during class time. (*offer*)

7. An interpreter _____ from one language into another. (*translate*)
8. I knew the teacher was very busy, so I _____ her. (*disturb*)
9. I don't know how to use this computer. Ok, I _____ you. (*teach*)
10. Most people _____ to swim when they are children. (*learn*)

Task 3. Fill each gap with the best word from the given alternatives. Underline the chosen option. Translate the sentences into your native language.

1. Make sure that you (service/serve) the food from the left.
2. What if someone wants (seconds/double)? = What if someone wants more food (after they finish eating)?
3. The second (course/court) (= part of the meal) will be served soon.
4. All of the food has to be meat- (free/out). We're vegetarians.
5. Our staff will make sure that the tables are (set/sit) before the guests arrive.
6. I'll have to hire 10 (extra/added) (= additional) people to help serve food at this event.
7. In English, the term "Hors d'oeuvres" (= appetizers) is pronounced "or- " (devries/derves).
8. We have a wide (selection/collection) of items for you to choose from.
9. All servers have to follow these rules of (etiquette/ticket).
10. A (feast/fest) is a large, elaborately prepared meal.

Task 4. Fill in the gaps with the nouns derived from the words in brackets. Underline the new form of the word. Translate the sentences into your native language.

- 1 The charity relies to a large extent on _____ donations.
VOLUNTEER
- 2 At 6 o'clock the sky turned black and there was a torrential _____.
POUR
- 3 You really need to _____ what you mean by 'certain people'.
CLEAR
- 4 I left school without any _____ at all. QUALIFY
- 5 The salary for this post is not _____. NEGOTIATE
- 6 I had a very traditional _____, with rather strict parents.
BRING
- 7 John is very _____ towards Mary; he seems a really nice guy.
ATTEND
- 8 Sarah accused Jack of a lack of _____ to their relationship.
COMMIT
- 9 It is _____ to sell cigarettes to anyone under sixteen.
LEGALITY
- 10 Harper was convicted of four separate _____. OFFEND

Task 5. Read the text. Write down paragraphs 1, 2, and 3 of the text and give the written translation of the paragraphs into your native language.

HOTEL AND MOTEL OPERATIONS

Telephone

Because the system of accounting for hotels recognizes the telephone activity as separate department for revenue purposes, one often hears about the telephone department. But only in largest hotels there is a really separate organizational unit to match this designation, and in such hotels, it is headed by a chief operator. The telephone service in many properties is handled by a person who also serves as a second desk clerk. Many properties, particularly those of approximately 100 units with automatic phone systems, require the desk clerks to operate the switchboard as part of their regular duties.

Housekeeping

Housekeeping, that less-than-glamorous but essential department, is as much a production department of a hotel as the front desk and bell staff are service departments. It is clear that without clean rooms to rent, a hotel would have to close. For this reason, the management should always pay close attention to morale factors such as pay and worker recognition in the housekeeping department. The housekeeping department is usually headed by an executive housekeeper. In a smaller property, a linen room assistant may double as an assistant housekeeper and inspector. In larger properties, the executive housekeeper will have at least one assistant and several supervisors, generally known as inspectors, who supervise maids in a designated area. In some hotels, housemen take responsibility for cleaning the halls and heavy work such as moving furniture. There employees often form a separate subdepartment. Hotels with their own laundries often assign the supervision of that area to the housekeeping departments. Generally a working laundry supervisor or lead worker handles routine supervision under the executive housekeeper's general direction.

The Bell Staff

Many motor hotels do without a bell staff, because most of their guests prefer to "room" themselves. On the other hand, the bell staff plays an important role in the larger and more luxurious hotels. The process of rooming a guest includes more than just carrying luggage and showing a guest to a room. Rather, it begins when the clerk assigns a room. At this point the bellman takes charge, welcoming the guest in both word and manner and, on entering the room, demonstrating its operations and features. He or she shows the guest how to operate the air conditioning and turn on room and bath lights. The bellman will usually turn on the television and run through the channels and networks available. He may also indicate when the food service is open and provide other information the guest may need.

In luxury hotels, the concierge offers the guests important services. He or she is expert in giving directions to local attractions, securing tickets to shows, and recommending tours and other entertainments.

Task 6. Reading Comprehension. You are to choose the one best answer, (A), (B), (C), or (D), to each question.

1. According to this reading, "... one often hears about..."
 - (A) the concierge department
 - (B) the telephone department
 - (C) the finance department
 - (D) the sales department
2. The underlined word "it" in line 30 refers to
 - (A) the process of rooming
 - (B) the process of cleaning
 - (C) the process of phoning
 - (D) the process of inspecting
3. We can assume from the text that
 - (A) the telephone service in many properties is handled by a person who also serves as a first desk clerk.
 - (B) the telephone service in many properties is handled by a person who also serves as a second desk clerk.
 - (C) the telephone service in many restaurants is handled by a second desk clerk.
 - (D) the telephone service in many properties is handled by a person who doesn't serve as a second desk clerk.
4. Where in the text does the author inform you of the fact that "without clean rooms to rent, a hotel would have to close?"
 - (A) Line 5
 - (B) Line 7
 - (C) Line 12
 - (D) Line 23
5. Which of the following is true?
 - (A) The bellman takes charge, welcoming the guest in both word and manner.
 - (B) The bellman takes the manager's arm, welcoming him in both word and manner.
 - (C) The bellman takes the doorman's hand, welcoming him in both word and manner.
 - (D) The bellman takes the concierge by the hand, welcoming him in both word and manner.
6. The underlined word "staff" in line 27 is closest in meaning to
 - (A) cast
 - (B) composition
 - (C) structure
 - (D) personnel
7. The underlined word "entertainment" in line 39 is closest in meaning to
 - (A) leisure
 - (B) sight
 - (C) amusement
 - (D) rest

Task 7. Translate the following sentences into English.

За метою поїздки – рекреаційний, пізнавальний, науковий, діловий.

Рекреаційний туризм - це туризм з метою відпочинку, оздоровлення і лікування.

Пізнавальний або культурний туризм - це подорож з метою ознайомлення з історико-культурними цінностями й унікальними природними об'єктами.

Науковий туризм - це знайомство з досягненнями науки й техніки, промисловості, сільського господарства, участь в конгресах, симпозіумах, наукових семінарах і т.п.

Діловий туризм - поїздки з метою встановлення ділових контактів, проведення ділових переговорів.

За методом проведення туризм поділяється на організований і неорганізований.

Подорож одного туриста чи групи туристів за точним маршрутом і регламентом, встановленим туристичним господарським суб'єктом, називається організованим туризмом. Організовані туристи пов'язані з господарським суб'єктом взаємними обов'язками, забезпечуються комплексом туристичних послуг за раніше придбаною путівкою на певний період.

Варіант 3

Task 1. Fill in the gaps with the correct adjectives in comparative and superlative form and underline them. Translate the sentences into your native language.

1. Curry is our _____ (spicy) dish.
2. Rump steak is _____ (tough) than fillet.
3. Boat trips are (suitable) for people with limited time to explore the city and for the elderly and families with young children.
4. The _____ (good) value service for tourists is or water-buses e number 1 that operates from one end of the Grand Canal to the other and travels slowly enough to get a good view of the palaces.
5. Buying a return ticket is _____ (cheap) than getting two single tickets.
6. Kinsale may be one of _____ (small) towns in Southern Ireland but it's also one of _____ (famous).
7. The tram is _____ (convenient) form of transport for tourists.
8. The Circle Line 20 is _____ (popular) line for tourists because it is _____ (easy) to move between attractions without changing lines.
9. In some ways walking is _____ (healthy) than travelling by bus or car, but it can be just as unhealthy because cities are much _____ (polluted) than they used to be.
10. The service here is _____ (quick) than in Dina's.

Task 2. Put the verbs in brackets into the correct tense form (Present Indefinite, Past Indefinite, Future Indefinite). Translate the sentences into your native language.

1. Now our research _____ that in present-day Ukraine, the material return from

- higher education _____ significantly for men and for women. (*show, differ*)
2. In 2002 our research _____ that in Ukraine, employees with a higher level of education had always received higher wages and salaries. (*show*)
3. Our calculations show that in the future men _____ still _____ larger material returns from education than women. (*derive*)
4. Nowadays in Ukraine, boys and girls _____ the same fees for their education. (*pay*)
5. Thus, today, women _____ one of the socio-demographic groups most affected by growing wage inequality. (*become*)
6. At the next lecture we _____ major social determinants of accessibility of higher education in today's Ukraine. (*identify*)
7. Some students can _____ college credits for work done in high school, helping them graduate university faster. (*earn*)
8. The educational system, including higher education, _____ many changes. (*have*)
9. At tomorrow's meeting the authority of the school _____ the situation that concerns the teachers' salary. (*consider*)
10. In future, an increased educational level _____ not _____ the differences in the wages of men and women in Ukraine. (*balance*)

Task 3. Fill each gap with the best word from the given alternatives. Underline the chosen option. Translate the sentences into your native language.

- We're looking for someone to cater our wedding (reception/fest). (= the party after a wedding)
- To put together a temporary kitchen = To (assemble/assume) a temporary kitchen
- Do you have a general (budget/cost) in mind? (= how much money are you willing to spend?)
- Our company has been catering large- (scale/scaled) events for over 15 years.
- Many catering companies cook on (site/sight) (= at the location where the food is served/on-premise).
- We've unloaded all the (supplies/supplements) (= items needed to cook) from the truck, so we can begin to set everything up. (= organize everything to start cooking)
- Will this be an indoor event or an (outdoor/outer) one?
- I'm assuming you would like the food served (buffet/buffed) style?
- No, we would like it to be a (seat/seated) dinner.
- All of our servers have a good (command/comment) of the English language. (= speak/understand English well)

Task 4. Fill in the gaps with the nouns derived from the words in brackets. Underline the new form of the word. Translate the sentences into your native language.

- At the moment, I fear, we are _____ to stop this epidemic from spreading. POWER
- Jude Parsons will be giving a _____ on management techniques today at 4.30 in Room B. PRESENT

- 3 Much of the _____ in the factory needs replacing over the next
year or two. MACHINE
- 4 Our local bus service has come in for a lot of _____ recently.
CRITIC
- 5 The island boasts an amazing _____ of animal species.
DIVERSE
- 6 She has such fantastic technique; she makes swimming look absolutely
_____. EFFORT
- 7 All _____ should be careful to check the spelling and grammar on
their forms. APPLY
- 8 Yes, I know boxing is dangerous, but I still think it's _____ to
something like motor racing. PREFER
- 9 I think he knows _____ more than he's letting on. CONSIDER
- 10 The very idea of coastal cities being in danger from sea levels would have been
_____ just twenty years ago. THINK

Task 5. Read the text. Write down paragraphs 1, 2, and 3 of the text and give the written translation of the paragraphs into your native language.

SERVICE COUNTS

In recent years American business has awakened to the importance of service. There are many reasons for this interest, not the least of which is the fact that the service sector now dominates the U.S. economy. During the last quarter century, the U.S. economy has moved from one that was production oriented to one that is service oriented. This massive shift has caused a re-examination of the differences between good-producing businesses and service-producing businesses.) The motive for this re-examination is, of course, profits. Understanding how service businesses differ from goods-producing businesses helps executives manage better. An important by-product of this re-examination has been a better understanding of the importance of service in business that traditionally have been thought of as producers of goods.

What has become clear is that service can be a powerful competitive strategy that goods-producing companies can use to differentiate themselves from their competition. Because of these trends, service management has become one of the most discussed topics in American business.

Hotels provide both a product and a service. Hotels vary architecturally from modest functional economy to some of the most spectacular structures built by a society. Great hotels, like other great structures are in a way symbols of the society that produces them. All hotels, whether great or modest, reflect the purpose and function they were designed to perform. But there is much more to the hotel business than just what meets the eye. A physical product, once in the possession of a customer, is used without the need for continued participation on the part of the business that provided the product. A fountain pen, clothing, furniture, simple household tools, food, and houses are examples of products that have a very small service component associated with them. A product has a small service component if

the consumer uses it without any need for further contact with the business that produces it. This, of course, is not the case in most hotels.

The physical aspects of a hotel do, of course, contribute to its ability to provide service. A hotel's central location is a convenience to its guests; spacious, comfortable rooms are important to a good night's rest; attractive lobbies and public areas add to the ambiance of the building; efficient elevators save time. These physical features are all part of the "services" that hotels provide. However, the physical product, no matter how expensive or beautiful, is incapable of providing for the needs of its guests without the on-going and active participation of the hotel's staff.

Task 6. Reading Comprehension. You are to choose the one best answer, (A), (B), (C), or (D), to each question.

1. What is the main idea of the text?
 - (A) Hotels provide only a product.
 - (B) Hotels vary architecturally.
 - (C) A fountain pen has a small service component.
 - (D) Service can be a powerful competitive strategy that goods-producing companies use to differentiate themselves from their competition.
2. We can assume from the text that
 - (A) service management has become one of the most discussed topics in American business.
 - (B) service management has become one of the most discussed topics in engineering.
 - (C) service management has not become one of the most discussed topics in business.
 - (D) service management has become one of the most discussed topics in French business.
3. The underlined word "service" in line 1 is closest in meaning to
 - (A) attribution
 - (B) attitude
 - (C) attendance
 - (D) atonement
4. The underlined word "manage" in line 8 is closest in meaning to
 - (A) complete
 - (B) report
 - (C) attain
 - (D) run
5. The underlined word "they" in line 19 is closest in meaning to
 - (A) aspects
 - (B) hotels
 - (C) reasons
 - (D) products

6. According to the text "... The physical aspects of a hotel do contribute to its ability to provide..."
(A) participation
(B) service
(C) orientation
(D) reexamination
7. Where in the text does the author inform you of the fact that the service sector now dominates the US economy?
(A) Paragraph 1
(B) Paragraph 2
(C) Paragraph 3
(D) Paragraph 4
(E)

Task 7. Translate the following sentences into English.

Туристичний імпорт - це ввіз в країну вражень, які супроводжуються одночасним вивозом туристом грошей з даної країни Це пасивний туризм.

Туристичний експорт - це вивіз із країни туристичних вражень, які супроводжуються одночасним ввозом туристом грошей в дану країну. Це активний туризм. Коли платежі за надання туристичних послуг, тобто грошові потоки, ідуть в Україну - це означає експорт туризму, тобто активний туризм. Іноземний турист, приїжджаючи в нашу країну, тратить гроші на задоволення своїх туристичних потреб, які йому надає українська сторона, і гроші туриста осідають на її території. Одночасно це означає імпорт туризму для тої країни, з якої турист вивозить гроші.

Варіант 4

Task 1. Fill in the gaps with the correct adjectives in comparative and superlative form and underline them. Translate the sentences into your native language.

1. The house wine is _____ (popular) wine we serve.
2. We are _____ (busy) at the weekend than during the week.
3. This is _____ (bad) coffee I've ever tasted.
4. First of all, walking is obviously _____ (cheap) means of travelling, and can be _____ (quick) in a city center. Of course, the _____ (far) you have to go, the _____ (tired) you will become.
5. The restaurant is _____ (busy) tonight than last weekend.
6. Some of _____ (good) known chefs in the world have trained in the restaurants there.
7. It's situated by the sea, which ensures that it is _____ (cool) in the summer than other inland towns.
8. A _____ (huge) cathedral overlooks the town and it is one of _____ (breathtaking) in the whole area.
9. The staff are _____ (welcoming) there than anywhere else.

10. The food may be _____ (expensive) but you'll have one of _____ (pleasurable) evenings of your life there.

Task 2. Put the verbs in brackets into the correct tense form (Present Indefinite, Past Indefinite, Future Indefinite). Translate the sentences into your native language.

1. Higher education _____ from other forms of post-secondary education such as that offered by institutions of vocational education. (*differ*)
2. In July 2005, hundreds of English teachers from primary and secondary schools _____ more training. (*get*)
3. From this section, you _____ about some Ukrainian and English language web sites available on the Internet and containing information about different aspects of Russian education. (*learn*)
4. I'd like to say that every method always _____ its own role in learning. (*have*)
5. When I started studying English, the first thing I _____ interested in, _____ the different way to express one and the same idea in English and Ukrainian. (*get in, be*)
6. In order to master technical English the learner in the next lesson _____ a thorough knowledge of everyday literary English with its grammar, vocabulary and rules of word formation. (*acquire*)
7. Now the numerical distribution of people speaking different languages _____ extremely uneven. (*be*)
8. Scientists and inventors, engineers and architects, singers and composers, writers and poets _____ their best to raise national science, culture, art to the highest world standards. (*do*)
9. Next year all children and young people between the ages of 5 and 16 in England, Scotland, Wales and Northern Ireland _____ full-time education. (*receive*)
10. For every person the language _____ not only a means of communication, but also an embodiment of national and cultural values. (*be*)

Task 3. Fill each gap with the best word from the given alternatives. Underline the chosen option. Translate the sentences into your native language.

1. I'm sorry for the (tardiness/delay). Your food will be right out.
2. Are you paying together, or would you like separate (bills/receipts)? (= Americans say "checks")
3. There's an automatic 15% (grace/gratuity) added to parties of 8 or more.
4. We accept all (primary/major) credit cards.
5. The bread is free-of- (charging/charge). (= You don't have to pay for it)
6. The drinks are in the (back/rear) of the menu.
7. We have (plenty/plentiful) of (= many) vegetarian options as well.
8. Follow me, please - I'll (show/seal) you to your table.
9. You can get the salad on the (side/separate). (= not on the same dish as the main meal)
10. It'll (take/last) about half an hour to prepare.

Task 4. Fill in the gaps with the nouns derived from the words in brackets. Underline the new form of the word. Translate the sentences into your native language.

- 1 At the moment, I fear, we are _____ to stop this epidemic from spreading. POWER
- 2 Jude Parsons will be giving a _____ on management techniques today at 4.30 in Room B. PRESENT
- 3 Much of the _____ in the factory needs replacing over the next year or two. MACHINE
- 4 Our local bus service has come in for a lot of _____ recently. CRITIC
- 5 The island boasts an amazing _____ of animal species. DIVERSE
- 6 She has such fantastic technique; she makes swimming look absolutely _____ . EFFORT
- 7 All _____ should be careful to check the spelling and grammar on their forms. APPLY
- 8 Yes, I know boxing is dangerous, but I still think it's _____ to something like motor racing. PREFER
- 9 I think he knows _____ more than he's letting on. CONSIDER
- 10 The very idea of coastal cities being in danger from sea levels would have been _____ just twenty years ago. THINK

Task 5. Read the text. Write down paragraphs 1, 2, and 3 of the text and give the written translation of the paragraphs into your native language.

OVERVIEW OF THE HOSPITALITY INDUSTRY

What is the hospitality industry? To many people who are relatively unfamiliar with the industry this term can be vague and imprecise, they aren't really sure what businesses are part of the "hospitality industry". Is it an industry of hospitality business? Is it an industry of producing and selling hospitality? Is it an industry where hospitality is not merely a part of the business but is the very essence of the business? The answer is yes to each of these questions. With the assistance of Webster's Dictionary let's sketch an overview definition of the hospitality industry. "The hospitality industry is comprised of those businesses which practise the act of being hospitable; those businesses which are characterized by generosity and friendliness to guests." The term "Hospitality Industry" is here to stay, it is an umbrella term used to encompass many and varied businesses that cater to guests.

Now that we have a broad definition of the hospitality industry, we need to take a closer look and consider what specific businesses are most commonly associated with this industry. There is no definitive list that identifies all of the businesses that make up the hospitality industry. However, for the purpose of our discussion and the scope of this text, we will focus on four businesses that comprise the major segments of the industry: food service, lodging, travel, and recreation. These four huge business segments of the national and international economy are

unquestionably part of the hospitality industry, the term "hospitality" links these businesses together - it is a common bond they all share. Indeed, practitioners of food service, lodging, travel, and recreation businesses have generally adopted the position of being within the hospitality industry.

How do we sketch an outline that includes these four segments of the hospitality industry, where would it start and where would it end? It would be virtually impossible to identify each type of business in the food service, lodging, travel, and recreation segments. But we can see that each of these four major segments has several smaller components, for example, lodging encompasses luxury hotels, all-suite hotels, etc. Although these smaller components within each segment are closely related, they are uniquely different and each provides their guests with varying types of hospitality services.

Let's now explore each of these four major segments of the hospitality industry in somewhat more detail. The next pages will examine the various types and characteristics of food service, lodging, travel, and recreational establishments. This will provide you with a better foundation from which to understand hospitality industry.

Task 6. Reading Comprehension. You are to choose the one best answer, (A), (B), (C), or (D), to each question.

1. Which of the following is true?
 - (A) The hospitality industry is not an industry of producing and selling hospitality
 - (B) The hospitality industry is an industry of producing and selling drugs
 - (C) The hospitality industry is an industry of producing and selling hospitality
 - (D) The hospitality industry is an industry of producing and selling nothing
2. It can be inferred from the reading that
 - (A) the hospitality industry is not comprised of those businesses which practise the act of being hospitable
 - (B) the hospitality industry is comprised of those businesses which practise the act of being inhospitable
 - (C) the hospitality industry is not comprised of anything
 - (D) the hospitality industry is comprised of those businesses which practise the act of being hospitable
3. The main idea of the text is
 - (A) the four major segments of the industry: food service, lodging, travel and recreation are part of the hospitality industry
 - (B) the three major segments of the industry: food service, lodging and travel are not part of the hospitality industry
 - (C) the four major segments of the industry: food service, lodging, travel and recreation are not part of the hospitality industry
 - (D) the three major segments of the industry: food service, lodging and travel are part of the hospitality industry
4. The underlined word "unfamiliar" in line 2 is closest in meaning to
 - (A) unusual

- (B) unnecessary
 - (C) unknown
 - (D) unimportant
5. The underlined word "hospitality" in line 4 is closest in meaning to
- (A) friendliness
 - (B) hostility
 - (C) indifference
 - (D) cruelty
6. According to the text "There is no definite list that identifies all of the businesses that make up ..."
- (A) the machine-building industry
 - (B) the hospitality industry
 - (C) the chemical industry
 - (D) the light industry
7. Where in the text does the author inform you of the purpose of this brief article to focus "on four businesses that comprise the major segments of the hospitality industry?"
- (A) Paragraph 1
 - (B) Paragraph 2
 - (C) Paragraph 3
 - (D) Paragraph 4

Task 7. Translate the following sentences into English.

За методом розміщення туризм ділиться на стаціонарний і рухомий. Стаціонарний туризм пов'язаний з постійним місцем розміщення туриста на весь період путівки. Рухомий туризм - це туризм, пов'язаний з подорожуванням (круїзи, тури і т.д.).

За інтенсивністю туристичних путівок розрізняють туризм постійний і сезонний. Постійний туризм - це круглорічне і більш-менш рівномірне відвідання туристичних місць (міст, курортів і т.п.). Сезонний туризм пов'язаний з відвіданням туристичних місць тільки в певну пору року.

В останні роки в практиці міжнародного туризму швидкими темпами розвиваються нові види туризму, такі як парадорес, таймшер, сільський туризм і т.д.

Варіант 5

Task 1. Fill in the gaps with the correct adjectives in comparative and superlative form and underline them. Translate the sentences into your native language.

1. The house wine is _____ (popular) wine we serve.
2. We are _____ (busy) at the weekend than during the week.
3. This is _____ (bad) coffee I've ever tasted.

4. First of all, walking is obviously _____ (cheap) means of travelling, and can be _____ (quick) in a city center. Of course, the _____ (far) you have to go, the _____ (tired) you will become.
5. The restaurant is _____ (busy) tonight than last weekend.
6. Some of _____ (good) known chefs in the world have trained in the restaurants there.
7. It's situated by the sea, which ensures that it is _____ (cool) in the summer than other inland towns.
8. A _____ (huge) cathedral overlooks the town and it is one of _____ (breathtaking) in the whole area.
9. The staff are _____ (welcoming) there than anywhere else.
10. The food may be _____ (expensive) but you'll have one of _____ (pleasurable) evenings of your life there.

Task 2. Put the verbs in brackets into the correct tense form (Present Indefinite, Past Indefinite, Future Indefinite). Translate the sentences into your native language.

1. Higher education _____ from other forms of post-secondary education such as that offered by institutions of vocational education. (*differ*)
2. In July 2005, hundreds of English teachers from primary and secondary schools _____ more training. (*get*)
3. From this section, you _____ about some Ukrainian and English language web sites available on the Internet and containing information about different aspects of Russian education. (*learn*)
4. I'd like to say that every method always _____ its own role in learning. (*have*)
5. When I started studying English, the first thing I _____ interested in, _____ the different way to express one and the same idea in English and Ukrainian. (*get in, be*)
6. In order to master technical English the learner in the next lesson _____ a thorough knowledge of everyday literary English with its grammar, vocabulary and rules of word formation. (*acquire*)
7. Now the numerical distribution of people speaking different languages _____ extremely uneven. (*be*)
8. Scientists and inventors, engineers and architects, singers and composers, writers and poets _____ their best to raise national science, culture, art to the highest world standards. (*do*)
9. Next year all children and young people between the ages of 5 and 16 in England, Scotland, Wales and Northern Ireland _____ full-time education. (*receive*)
10. For every person the language _____ not only a means of communication, but also an embodiment of national and cultural values. (*be*)

Task 3. Fill each gap with the best word from the given alternatives. Underline the chosen option. Translate the sentences into your native language.

1. We're looking for someone to cater our wedding (reception/fest). (= the party after a wedding)

2. To put together a temporary kitchen = To (assemble/assume) a temporary kitchen
3. Do you have a general (budget/cost) in mind? (= how much money are you willing to spend?)
4. Our company has been catering large- (scale/scaled) events for over 15 years.
5. Many catering companies cook on (site/sight) (= at the location where the food is served/on-premise).
6. We've unloaded all the (supplies/supplements) (= items needed to cook) from the truck, so we can begin to set everything up. (= organize everything to start cooking)
7. Will this be an indoor event or an (outdoor/outer) one?
8. I'm assuming you would like the food served (buffet/buffed) style?
9. No, we would like it to be a (seat/seated) dinner.
10. All of our servers have a good (command/comment) of the English language. (= speak/understand English well)

Task 4. Fill in the gaps with the nouns derived from the words in brackets. Underline the new form of the word. Translate the sentences into your native language.

- 1 When Sue was too ill to perform in the play, her _____ replaced her. STUDY
- 2 The project may be abandoned because of a _____ of funds. SHORT
- 3 In my country it is _____ to wear a seat belt if your car is fitted with one. COMPEL
- 4 Mr Collins paid so much attention to three members of the class that other pupils accused him of _____. FAVOURITE
- 5 Unfortunately, there is absolutely no _____ evidence for this claim. SCIENCE
- 6 Alice gave _____ to a healthy baby girl at 9.32. BORN
- 7 There has been widespread unrest in the capital, following the _____ of the currency yesterday. VALUE
- 8 If _____ fails, rest assured we are prepared to use force. DIPLOMAT
- 9 Don't worry, Mrs Burgess. This spider's bite is quite _____, but you were right to get it checked out. HARM
- 10 My old Maths teacher had lots of funny _____, which of course we used to try and imitate. MANNER

Task 5. Read the text. Write down paragraphs 1, 2, and 3 of the text and give the written translation of the paragraphs into your native language.

PRODUCT PACKAGING

"What the eye sees - the eye buys." While this old merchant's rule may be somewhat of an exaggeration, it does influence purchases. We do know that a guest can be influenced to purchase an item if it is **packaged** in an exciting way, i.e., to exceed the guest's expectation. It has been said that "people eat with their eyes." That

figure of speech could be restated that people can be influenced to purchase with their eyes, noses, ears, and tongues. Many items can be merchandised through eye appeal such as size, color, texture, flambe, or unique serviceware. Merchandisers can also appeal to sound by sizzling platters. The appetizing odor of products, such as fresh bread and steaming spice blends, stimulate purchases. Providing guests with a "sample taste" is often used as a sales promotion technique. Food does not have to be exotic; as a matter of fact, it is often more marketable when it is familiar (i.e., steak, hamburger, chicken, seafood, prime rib, etc.). It is through packaging innovation that one makes common food in an uncommon way. The following are certain principles that food marketers should **heed** in their desire to create a perceived difference through product packaging.

1. All menu items should pass the D&B test. When planning a menu each item should be *different* and *better* than that served by the competition.

2. Not everything is merchandised. Feature items that are highly popular and profitable. An important exercise in menu analysis is ranking all menu items by their contribution margin (gross margin) and featuring those items with the highest contribution margin.

3. Exceed the guest's expectations. This requires competitive shopping. Attract the eye by the height of the center of the plate, i.e., a thick steak, mile high pie, etc.

4. Glamorous garnish (plate decorating). Garnish for attention and interest. One can capture the eye through interesting garnishes. Using the philosophy of the famed restaurateur Mike Hurst "THOU SHALT NOT USE PARSLEY," fresh fruit and vegetables can create exciting sensory appeal and add to the taste experience. Think fresh - pineapple, melons, grapes, broccoli, cauliflower, etc.

5. Serviceware can differentiate.

When product differentiation is difficult to achieve through the menu item or the garnish, look to unique service and glassware. The Bella Grande Glass with five or six grapes inside can make something special out of a jug wine. Eggs and omelettes served in skillets or bread on a plank are examples of this approach.

6. Flambe and tableside attractions.

Perhaps there is no better way to influence a guest's purchase in an entertainment oriented restaurant than to flambe and prepare items at the tableside. I have often heard restaurateurs say that this service style requires experienced and formally trained service personnel. This is not necessarily so. We trained housewives and teenagers.

7. Make product a part of the ambience.

Call the guest's attention to products by designing them into the decoration. One packaging concept recently developed for a pizza chain featured a 16-foot salad bar. It was packaged with a great awning that was reminiscent of an old-fashioned grocery store with crates of fresh produce lined up behind a melange of ingredients. The salad bar promised a tasting experience. It was the featured decor item in the dining room. The guest salad frequency increased from one out of ten purchases to one in three. Restaurants can be so designed as to visually stimulate the guest purchase by using product packaging as decor.

Task 6. Reading Comprehension. You are to choose the one best answer, (A), (B), (C), or (D), to each question.

1. Which of the following is true?
 - (A) Food has to be exotic.
 - (B) Food does not have to be tasty as a matter of fact.
 - (C) A guest can be influenced to purchase an item if it is packaged in an exciting way.
 - (D) A guest can't be influenced to purchase an item if it is packaged in an exciting way.
2. Which of the following is not true?
 - (A) It is through packaging innovation that one makes common food in an uncommon way.
 - (B) It is through packaging innovation that one doesn't make common food in an uncommon way.
 - (C) It was the featured decor item in the dining room.
 - (D) It has been said that "people eat with their eyes."
3. According to this reading, "...people can be influenced to purchase with..."
 - (A) their hands
 - (B) their hearts
 - (C) their eyes, noses, ears, and tongues
 - (D) their nerves
4. How many certain principles should food marketers heed in their desire to create a perceived difference through product packaging?
 - (A) 4
 - (B) 5
 - (C) 6
 - (D) 7
5. The underlined word "packaged" in line 3 is closest in meaning to
 - (A) required
 - (B) approached
 - (C) wrapped
 - (D) used
6. The underlined word "heed" in line 14 is closest in meaning to
 - (A) pay attention to
 - (B) payback
 - (C) pay down
 - (D) payoff
7. Where in the text does the author inform you of the following "... Garnish for attention and interest?"
 - (A) Line 5
 - (B) Line 11
 - (C) Line 24
 - (D) Line 32

Task 7. Translate the following sentences into English.

Міжнародний туризм - це туризм в іншу країну, тобто іноземний туризм. Він поділяється на виїзний і в'їзний. Виїзний туризм - це подорож осіб, що постійно проживають в Україні, в іншу країну. В'їзний туризм - це подорож в межах України осіб, що не проживають постійно в Україні.

За економічними ознаками; а саме, в залежності від впливу туризму на бюджет країни і її регіонів, туризм можна поділити на такі форми як активний і пасивний.

Приїзд іноземних туристів в країну, в який-небудь регіон країни являється активним туризмом. Він служить фактором ввозу грошей (валюти) в дану країну чи регіон.

Виїзд громадян даної країни чи регіону в інші держави являється пасивним туризмом. Він пов'язаний з вивозом грошей (валюти) з даної країни чи регіону.

Навчальне видання

МЕТОДИЧНІ ВКАЗІВКИ
ДО ВИКОНАННЯ САМОСТІЙНОЇ ТА КОНТРОЛЬНОЇ РОБІТ
З ДИСЦИПЛІНИ
**«ІНОЗЕМНА МОВА (ЗА ПРОФЕСІЙНИМ СПРЯМУВАННЯМ)»
(АНГЛІЙСЬКА МОВА)**

(для студентів 1 курсу заочної форми навчання
напряму підготовки 6.140103 – «Туризм»))

Укладач ПИСАРЕНКО Людмила Миколаївна

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